

COMPREHENSIVE MARKET REPORT
 FOR FM STATION:
 "WWXT"

app. id:
 1038730

CURRENT RECEPTION PREDICTIONS
 EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	3965	3821268	1439061	521941	257757	146825	354861	603416	666412	550621	719435		
Analog vs FN A and 10 pct IBOC intf.	3140	2941103	1103272	402885	198758	113258	272382	463456	513687	425232	551444		
PRIME Reception; HYBRID SIMULCAST	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	490	475303	181174	66100	31676	17859	45287	76673	82400	67367	87941		
Analog vs FN A and IF 10 pct IBOC intf.	1014	978125	373323	133009	64147	36548	92749	160463	170625	139890	180693		
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0

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ANALOG PRIME Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	4296	4147067	1563116	567106	279530	159149	385106	655946	723286	597101	779841
Analog vs FN A and 10 pct IBOC intf.	3848	3624259	1363949	495110	243380	138735	337404	575935	632918	523099	677678

PRIME Reception; HYBRID SIMULCAST Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	229	210149	80134	29473	13930	7789	21864	33934	35860	29208	38092
Analog vs FN A and IF 10 pct IBOC intf.	440	404359	154787	56149	26669	15052	39228	65991	69935	57065	74271

DIGITAL EDGE of HYBRID Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

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CURRENT RECEPTION PREDICTIONS FOR INDOOR RECEPTION

PRIME ANALOG Reception

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Analog vs TNA and 1 pct IBOC intt.

Area: sq. mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf. 2464 2484848 931714 340718 168951 96167 227962 389949 434204 360498 466398
 Analog vs FN A and 10 pct IBOC intf. 1417 1631746 616494 220425 109222 62035 153053 259560 283606 235559 308285

PRIME Reception; HYBRID SIMULCAST

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

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PRIME MULTICAST Reception

Area:sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

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ACCEPTABLE ANALOG Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC interf.
Analog vs FN A and IF 10 pct IBOC interf.

1638 1476529 560593 200701 98193 55974 140237 236227 256607 209924 278667

DIGITAL EDGE of HYBRID Reception

Area: sq. mi. **Population** **Households** **Under 9** **10 to 14** **15 to 17** **18 to 24** **25 to 34** **35 to 44** **45 to 54** **55 and over**

1 pct. IBOC vs FN A and 1 pct IBOC intf.
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.

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DIGITAL EDGE of MULTICAST Reception

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CURRENT RECEPTION PREDICTIONS
 FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	1616	1857593	700679	250484	124355	70783	174877	293478	322504	268594	352517		
Analog vs FN A and 10 pct IBOC intf.	712	362925	128537	53149	28352	15981	29584	48575	65052	54237	67994		
PRIME Reception; HYBRID SIMULCAST	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	2043	1640522	615703	227435	112089	63921	149666	257289	287640	236008	306475		
Analog vs FN A and IF 10 pct IBOC intf.	1897	2192576	830294	297450	144792	82585	205961	355153	381621	315959	409055		
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WFLS-FM"

app. id:
116854

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog very rural noise limited only	29739	9415690	3629209	1260646	637648	364953	882788	1419923	1590140	1329916	1929675		
Analog vs full noise (FN) limiting only	19693	6786955	2609238	910536	456014	261909	629615	1043789	1158831	971382	1354880		
Analog vs FN and Analog (A) interference.	13126	3735416	1453749	491463	242376	141113	362718	593268	629641	530414	744422		
Analog vs FN A and 1 pct IBOC interf.	7892	2236645	857705	298748	148137	86398	216516	348107	378357	318863	441518		
Analog vs FN A and 10 pct IBOC interf.	4682	1147114	439371	153125	76614	45025	113443	173413	191381	162424	231689		
PRIME HYBRID Digital Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	6697	2731562	1038681	366917	181835	105276	255952	423715	467617	394500	535750		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	9008	3851357	1463923	519923	256832	148129	363608	601353	660839	554333	746340		
PRIME MULTICAST Digital Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	4102	1319310	502691	178006	89447	52068	122339	201063	223627	191368	261391		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	7349	3088998	1175873	414534	204878	118562	291647	482338	528721	445301	603017		
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog very rural noise limited only	11157	2832602	1093297	375639	200523	113444	271434	387247	460172	384551	639591		
Analog vs full noise (FN) limiting only	11101	2467926	950874	328079	172229	97980	229663	345887	409082	342295	542711		
Analog vs FN and Analog (A) interference.	1454	255450	101729	31694	16556	9770	27109	35224	39217	34703	61176		
Analog vs FN A and 1 pct IBOC interf.	270	50223	20055	6378	3288	1942	5265	6996	7802	6805	11747		
Analog vs FN A and 10 pct IBOC interf.	142	21808	8274	2975	1480	857	2447	3140	3498	2891	4520		
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2310	1119795	425242	153005	74998	42853	107656	177638	193222	159833	210590		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	831	237939	91762	32608	15891	8998	23417	36868	40269	33041	46846		
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	4905	2532047	961232	341917	167385	96061	241269	400290	437212	362964	484949		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	2490	1000298	379812	137998	67845	38565	95378	155883	172388	142073	190169		

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CURRENT RECEPTION PREDICTIONS
EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct iBOC intf.	11889	2904741	1139237	378089	187046	109604	283146	461127	486378	411594	587758	
Analog vs FN A and 10 pct IBOC intf.	9255	2065914	820931	264745	130953	77234	202918	330401	343523	291265	424875	
PRIME Reception; HYBRID SIMULCAST	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	1200	217909	87085	26631	13967	8255	23476	29772	33120	29532	53155	
Analog vs FN A and IF 10 pct IBOC intf.	1369	205218	82107	24817	12777	7586	22974	29811	31452	27927	47874	
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0

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CURRENT RECEPTION PREDICTIONS
 FOR MOBILE AT SPEED:

ANALOG PRIME Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	12552	3004496	1178640	390031	193425	113409	294231	474670	501524	425253	611952		
Analog vs FN A and 10 pct IBOC intf.	10107	2192166	871792	280138	138735	81857	216870	349278	363023	308458	453808		
PRIME Reception; HYBRID SIMULCAST		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	1004	246030	99194	30368	15828	9238	27162	33935	37741	32624	59132		
Analog vs FN A and IF 10 pct IBOC intf.	932	169842	68218	20946	10909	6390	17930	23631	26026	22970	41041		
DIGITAL EDGE of HYBRID Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0	0

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CURRENT RECEPTION PREDICTIONS FOR INDOOR RECEPTION

PRIME ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC int'l.	9688	2575767	1006853	336751	166363	97363	249623	410538	433968	366163	514998
Analog vs FN A and 10 pct IBOC int'l.	6248	1489852	583862	192845	96341	56702	144920	233618	250038	211006	304382

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	2451	362949	145855	45441	22850	13540	37222	55412	57639	50051	80792
Analog vs FN A and IF 10 pct IBOC intf.	3343	627268	257299	78197	37787	22400	63538	104622	101524	87222	131065

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CURRENT RECEPTION PREDICTIONS FOR PORTABLE RECEPTION:

COMPREHENSIVE MARKET REPORT
FOR FM STATION:
"WKYS"

app. id:
1242169

THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog very rural noise limited only	30019	11608037	4436752	1565111	804304	457659	1076926	1709040	1962235	1632771	2399992		
Analog vs full noise (FN) limiting only	18797	8175390	3102955	1112097	566343	321541	753082	1218872	1401398	1164010	1638049		
Analog vs FN and Analog (A) interference.	17083	7807048	2966663	1062048	538099	305543	719070	1172171	1339505	1112354	1558259		
Analog vs FN A and 1 pct IBOC interf.	11994	6480797	2460072	881920	440313	250521	606566	997483	1116195	924510	1263290		
Analog vs FN A and 10 pct IBOC interf.	7308	4907064	1860908	666475	328805	187251	467199	769654	846933	701469	939280		
PRIME ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	7206	5015599	1912418	678719	338723	192281	470084	774405	863071	717357	980961		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	14534	6981594	2646030	950141	481597	273413	642558	1047479	1200869	998499	1387039		
PRIME HYBRID Digital Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	3633	3613349	1383594	486262	238210	135282	347121	573634	622118	516169	694553		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	8437	5327567	2028576	721630	361376	205198	497956	817633	916369	762055	1045349		
PRIME MULTICAST Digital Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	15347	5755309	2206109	769501	415924	235384	533845	775954	920435	774280	1329976		
Analog vs full noise (FN) limiting only	13444	3016145	1166899	396254	210008	121254	274738	423636	499779	420314	670162		
Analog vs FN and Analog (A) interference.	7831	1397166	549909	182579	94165	54222	133403	208234	229114	191016	304435		
Analog vs FN A and 1 pct IBOC interf.	2618	481551	192745	60909	30506	17738	49010	76735	78934	64716	103003		
Analog vs FN A and 10 pct IBOC interf.	1570	374254	144089	50523	25382	14563	36841	56637	62753	51126	76430		
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
10 pct. IBOC vs FN A and 10 pct IBOC interf.	7327	1965995	733613	271422	142874	81132	172474	273074	337798	281142	406078		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	8522	2077831	808124	278007	143965	81892	192652	307441	346880	285664	441330		
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC interf.	10901	3368246	1262436	463879	243386	138130	295437	473845	578751	482330	692486		
10 pct. IBOC vs FN A and 10 pct IBOC interf.	14619	3731858	1425578	506518	264186	150107	337253	537287	631380	522108	783020		
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												

COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS
 EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	17061	7796675	2962536	1060773	537393	305129	718188	1170670	1337674	1110850	1555998	
Analog vs FN A and 10 pct IBOC intf.	12834	6642635	2520103	903901	456279	258986	613165	1003170	1142551	949852	1314732	
PRIME Reception; HYBRID SIMULCAST	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	7597	1337469	524910	175401	90581	52073	128065	198467	219481	182407	290985	
Analog vs FN A and IF 10 pct IBOC intf.	7535	1768398	677591	241199	124767	70860	162553	256354	297046	243836	371784	
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
 FOR FM STATION:
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CURRENT RECEPTION PREDICTIONS
 FOR MOBILE AT SPEED:

ANALOG PRIME Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	20882	8579091	3270674	1164266	590064	335247	791520	1291426	1467935	1217206	1721427
Analog vs FN A and 10 pct IBOC intf.	16836	7732935	2935538	1053419	533808	302964	712382	1158959	1326525	1101800	1543078

PRIME Reception; HYBRID SIMULCAST Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	6233	1041103	408091	135048	71683	41249	103701	145123	164801	140401	239098
Analog vs FN A and IF 10 pct IBOC intf.	6849	1156255	447069	154343	80407	45992	111225	166229	189868	156828	251363

DIGITAL EDGE of HYBRID Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

**COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS FOR INDOOR RECEPTION

COMPREHENSIVE MARKET REPORT
 FOR FM STATION:
 "WKYS"

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 1242169

CURRENT RECEPTION PREDICTIONS
 FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.

6922	4994047	1904448	675836	337009	191307	468587	771832	859286	714098	976091
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Analog vs FN A and 10 pct IBOC intf.

4287	4068539	1556639	546843	269838	153289	389462	640166	699862	581034	788045
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PRIME Reception; HYBRID SIMULCAST

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
---	---	---	---	---	---	---	---	---	---	---

PRIME MULTICAST Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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ACCEPTABLE ANALOG Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.

8046	2233808	835817	308681	161494	91776	196795	312278	382912	318903	460969
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Analog vs FN A and IF 10 pct IBOC intf.

6468	1994951	745565	276913	144579	81875	174153	281266	342674	285658	407833
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DIGITAL EDGE of HYBRID Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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10 pct. IBOC vs FN A and IF 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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DIGITAL EDGE of MULTICAST Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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10 pct. IBOC vs FN A and IF 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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COMPREHENSIVE MARKET REPORT
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THEORETICAL 'WHAT IF' AND
'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog very rural noise limited only		8834	4056492	1525915	553684	274457	157501	380111	622228	697761	585005	785745	
Analog vs full noise (FN) limiting only		6517	2520733	946598	343025	171200	98281	236060	383202	434033	364565	490366	
Analog vs FN and Analog (A) interference.		1506	651215	237073	91985	46684	27320	58262	97214	113984	97286	118480	
Analog vs FN A and 1 pct IBOC interf.		1043	547286	198989	77777	39261	22937	48426	83051	96476	81931	97426	
Analog vs FN A and 10 pct IBOC interf.		476	190944	69189	28041	13811	7990	17233	29740	33728	27373	33027	
PRIME HYBRID Digital Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC interf.		1395	280465	104124	40132	20344	11737	23812	40616	48856	40859	54108	
10 pct. IBOC vs FN A and 10 pct IBOC interf.		2118	840013	319392	113927	55793	32178	79782	132444	144507	121056	160325	
PRIME MULTICAST Digital Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC interf.		682	102685	39299	14088	7302	4242	7874	14398	17613	15380	21787	
10 pct. IBOC vs FN A and 10 pct IBOC interf.		1584	406745	149609	57728	29395	16995	34685	58641	70885	60229	78187	
ACCEPTABLE ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog very rural noise limited only		2202	1083799	409499	151056	73099	41209	104519	173167	189010	151770	199968	
Analog vs full noise (FN) limiting only		2537	1348492	507001	185717	92008	52747	123342	205619	231854	194954	262250	
Analog vs FN and Analog (A) interference.		104	110482	38233	15963	8297	4937	10124	16302	19528	16868	18464	
Analog vs FN A and 1 pct IBOC interf.		16	14861	5258	2215	1098	638	1333	2349	2640	2166	2423	
Analog vs FN A and 10 pct IBOC interf.		11	3295	1157	489	238	138	358	530	570	447	525	
DIGITAL EDGE of HYBRID Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC interf.		723	559548	215267	73795	35449	20442	55970	91827	95651	80197	106217	
10 pct. IBOC vs FN A and 10 pct IBOC interf.		142	21805	8300	2907	1502	871	2357	3070	3544	2910	4643	
DIGITAL EDGE of MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC interf.		1436	737328	280093	99839	48491	27936	71908	118045	126894	105676	138538	
10 pct. IBOC vs FN A and 10 pct IBOC interf.		677	455073	178082	59105	27900	16054	47455	76872	77167	63738	86782	

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CURRENT RECEPTION PREDICTIONS
 EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	1151	563509	205026	80057	40424	23619	49915	85503	99295	84327	100370	
Analog vs FN A and 10 pct IBOC intf.	798	324711	118531	46728	23266	13514	28586	50086	57451	47703	57378	
PRIME Reception; HYBRID SIMULCAST	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
PRIME MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
ACCEPTABLE ANALOG Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
Analog vs FN A and 1 pct IBOC intf.	27	20370	7205	3027	1510	879	1840	3155	3604	2977	3378	
Analog vs FN A and IF 10 pct IBOC intf.	43	9383	3398	1350	659	383	1055	1482	1580	1258	1617	
DIGITAL EDGE of HYBRID Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
DIGITAL EDGE of MULTICAST Reception	Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over											
1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS
 FOR MOBILE AT SPEED:

ANALOG PRIME Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	1170	576450	209668	81916	41355	24165	51070	87512	101563	86244	102624
Analog vs FN A and 10 pct IBOC intf.	835	332039	121189	47786	23775	13810	29433	51275	58683	48673	58603

PRIME Reception; HYBRID SIMULCAST Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	12	9741	3376	1551	757	432	937	1516	1742	1348	1457
Analog vs FN A and IF 10 pct IBOC intf.	8	2988	1061	439	226	131	289	425	514	421	543

DIGITAL EDGE of HYBRID Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT

FOR FM STATION:
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280161CURRENT RECEPTION PREDICTIONS
FOR INDOOR RECEPTION

PRIME ANALOG Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	975	457057	165441	65243	33163	19379	39190	67852	80824	69090	82317
Analog vs FN A and 10 pct IBOC intf.	538	132758	48632	20030	9821	5628	10617	20617	23924	19367	22753

PRIME Reception; HYBRID SIMULCAST Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

PRIME MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

ACCEPTABLE ANALOG Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.	185	111136	41282	15470	7588	4431	11154	18370	19275	15907	18942
Analog vs FN A and IF 10 pct IBOC intf.	280	196609	71557	27370	13770	8077	18526	30231	34323	28952	35359

DIGITAL EDGE of HYBRID Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

DIGITAL EDGE of MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	0	0	0	0	0	0	0	0	0	0	0

COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS
FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.

704	203825	73390	30135	15176	8801	17349	30204	36398	30503	35258
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Analog vs FN A and 10 pct IBOC intf.

375	69411	26239	9881	4931	2889	5447	10377	12102	10223	13562
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PRIME Reception; HYBRID SIMULCAST

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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PRIME MULTICAST Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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ACCEPTABLE ANALOG Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

Analog vs FN A and 1 pct IBOC intf.

423	351263	128562	48716	24669	14483	31790	53958	61450	52628	63569
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Analog vs FN A and IF 10 pct IBOC intf.

379	231988	83401	33627	16771	9713	20775	35799	41350	34264	39688
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DIGITAL EDGE of HYBRID Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
---	---	---	---	---	---	---	---	---	---	---

10 pct. IBOC vs FN A and IF 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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DIGITAL EDGE of MULTICAST Reception

Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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10 pct. IBOC vs FN A and IF 10 pct IBOC intf.

0	0	0	0	0	0	0	0	0	0	0
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COMPREHENSIVE MARKET REPORT
 FOR FM STATION:
 "WTGB-FM"

app. id:
 193031

THEORETICAL 'WHAT IF' AND
 'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	28450	11180720	4271465	1507995	773487	440152	1039568	1649531	1890028	1573965	2305995
Analog vs full noise (FN) limiting only	17609	7822643	2961062	1066837	543006	308125	718130	1162938	1343309	1116276	1564022
Analog vs FN and Analog (A) interference.	4110	3054523	1174848	404715	196909	112766	297428	489333	522715	436981	593677
Analog vs FN A and 1 pct IBOC interf.	3278	2906270	1118271	385416	186495	106696	283505	469774	498346	415966	560074
Analog vs FN A and 10 pct IBOC interf.	1671	1862764	725283	243554	117091	67048	183663	304283	316988	266680	363457

PRIME HYBRID Digital Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	4503	4152923	1585464	558977	273888	155985	397679	658582	713693	593354	800764
10 pct. IBOC vs FN A and 10 pct IBOC interf.	6589	4679973	1781814	632947	311030	177144	448245	736525	804179	667091	902812

PRIME MULTICAST Digital Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2594	2995322	1148021	397996	192485	109739	291113	483986	514984	428934	576086
10 pct. IBOC vs FN A and 10 pct IBOC interf.	4919	4276183	1631719	576422	282602	160956	409075	676924	734978	610803	824423

ACCEPTABLE ANALOG Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	16293	5979892	2294430	800460	432580	244863	548807	807801	960107	806363	1378910
Analog vs full noise (FN) limiting only	13312	3024361	1173296	395956	209340	120872	279243	430418	500555	420358	667618
Analog vs FN and Analog (A) interference.	275	37122	15324	4704	2200	1295	3950	6593	6055	4916	7408
Analog vs FN A and 1 pct IBOC interf.	79	9763	3777	1330	680	395	1102	1316	1520	1277	2143
Analog vs FN A and 10 pct IBOC interf.	49	7453	2894	961	509	296	758	983	1160	1025	1761

DIGITAL EDGE of HYBRID Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2086	527050	196350	73970	37142	21159	50565	77943	90485	73737	102047
10 pct. IBOC vs FN A and 10 pct IBOC interf.	1111	228254	87647	30744	15593	8954	22843	33377	37902	31357	47484

DIGITAL EDGE of MULTICAST Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	3995	1684651	633792	234951	118546	67405	157132	252539	289195	238157	326726
10 pct. IBOC vs FN A and 10 pct IBOC interf.	2782	632044	237741	87269	44021	25142	62013	92978	107103	87645	125873

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CURRENT RECEPTION PREDICTIONS EXTERIOR PARKED to LOW SPEED:

PRIME ANALOG RECEPTION		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	3284	2906957	1118529	385498	186541	106722	283594	469859	498448	416055	560240			
Analog vs FN A and 10 pct IBOC intf.	1788	1872997	729314	244922	117794	67455	184840	305661	318535	268005	365784			
PRIME Reception; HYBRID SIMULCAST		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4520	4153388	1585649	559035	273921	156004	397721	658643	713766	593420	800878			
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	6836	4690938	1786270	634330	311765	177569	449234	737969	805833	668642	905595			
PRIME MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2597	2995398	1148051	398006	192490	109742	291121	483995	514995	428944	576104			
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	4951	4277150	1632106	576544	282670	160996	409161	677049	735125	610941	824665			
ACCEPTABLE ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	81	9932	3845	1355	692	402	1119	1340	1546	1298	2181			
Analog vs FN A and IF 10 pct IBOC intf.	73	10371	4050	1314	695	407	1141	1356	1587	1402	2468			
DIGITAL EDGE of HYBRID Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2315	537551	200621	75295	37845	21565	51513	79326	92067	75222	104717			
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	1903	289051	111680	38155	19535	11312	29932	41047	46932	39491	62646			
DIGITAL EDGE of MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4239	1695540	638219	236324	119275	67827	158113	253974	290838	239698	329491			
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	3788	702839	265844	95942	48631	27884	70005	101968	117640	97193	143577			

COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS
 FOR MOBILE AT SPEED:

ANALOG PRIME Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.		3333	2914038	1121257	386468	187033	107005	284386	470836	499569	416985	561756		
Analog vs FN A and 10 pct IBOC intf.		1841	1880782	732341	245879	118309	67761	185700	306667	319720	269068	367678		
PRIME Reception; HYBRID SIMULCAST		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.		5952	4500511	1714870	608034	298534	170053	430515	709995	773586	642165	867630		
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.		8067	4904161	1868537	662413	326149	185912	470818	768218	840625	698184	951843		
PRIME MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.		4074	3985729	1522881	535290	261914	149206	382601	633613	684771	569404	768929		
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.		6398	4601218	1752317	622082	305584	174057	440513	724909	790757	656190	887126		
ACCEPTABLE ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.		49	4023	1581	546	281	166	459	518	599	517	938		
Analog vs FN A and IF 10 pct IBOC intf.		28	3111	1235	430	218	122	335	420	480	406	700		
DIGITAL EDGE of HYBRID Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.		2114	403650	153667	54380	27614	15859	40303	58223	67040	56019	84213		
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.		1249	125227	49062	16179	8376	4840	13906	17275	19671	16502	28479		
DIGITAL EDGE of MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.		3993	918432	345656	127123	64235	36706	88216	134605	155854	128779	182913		
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.		2917	428170	165282	56511	28941	16695	44210	60583	69539	58495	93196		

**COMPREHENSIVE MARKET REPORT
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CURRENT RECEPTION PREDICTIONS FOR INDOOR RECEPTION

PRIME ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	3028	2864609	1102654	379866	183634	105048	278847	463910	491571	410124	551609			
Analog vs FN A and 10 pct IBOC intf.	1521	1836949	715282	240013	115343	66040	180869	300375	312775	263088	358447			
PRIME Reception; HYBRID SIMULCAST		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2071	2496795	962508	326604	157867	90358	245987	403715	426564	358870	486830			
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	4520	4153388	1585649	559035	273921	156004	397721	658643	713766	593420	800878			
PRIME MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	399	860551	351999	100145	48298	28090	92578	142345	139189	123575	186330			
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.	2597	2995398	1148051	398006	192490	109742	291121	483995	514995	428944	576104			
ACCEPTABLE ANALOG Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
Analog vs FN A and 1 pct IBOC intf.	279	46653	17569	6242	3211	1844	5178	6555	7573	6501	9549			
Analog vs FN A and IF 10 pct IBOC intf.	287	38627	15028	5228	2623	1515	4257	5621	6153	5267	7961			
DIGITAL EDGE of HYBRID Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2448	1656593	623141	232432	116054	65646	151733	254929	287202	234550	314048			
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	2315	537551	200621	75295	37845	21565	51513	79326	92067	75222	104717			
DIGITAL EDGE of MULTICAST Reception		Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over												
1 pct. IBOC vs FN A and 1 pct IBOC intf.	4121	3292837	1233650	458891	225623	127914	305142	516298	574576	469845	614548			
10 pct. IBOC vs FN A and IF 10 pct IBOC intf.	4239	1695540	638219	236324	119275	67827	158113	253974	290838	239698	329491			

**COMPREHENSIVE MARKET REPORT
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"WTGB-FM"**

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CURRENT RECEPTION PREDICTIONS FOR PORTABLE RECEPTION:

PRIME Reception; ANALOG	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC interf.	2692	2806080	1080228	371975	179720	102777	272110	455278	482158	402265	539797
Analog vs FN A and 10 pct IBOC interf.	1317	1754990	684080	228803	109750	62850	173015	287913	298885	251419	342357

PRIME Reception; HYBRID SIMULCAST	Area:	sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.		835	1292960	515833	155201	75282	43627	138617	210277	210908	185165	273883
IF 10 pct. IBOC vs FN A and 10 pct IBOC intf.		3324	3595861	1376467	480503	234196	133442	347743	574889	617201	513643	694244

PRIME MULTICAST Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	186	536702	223305	60303	29347	17179	57462	88349	85912	77901	120250
IE 10 pct. IBOC vs FN A and 10 pct IBOC intf.	1283	1697553	664921	211292	102070	58829	176582	275894	282431	243300	347155

ACCEPTABLE ANALOG Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog vs FN A and 1 pct IBOC intf.	542	91978	34867	12374	6220	3592	10582	13392	14881	12558	18379
Analog vs FN A and IF 10 pct IBOC intf.	425	112348	43041	15344	7647	4384	11213	16894	18739	15787	22340

DIGITAL EDGE of HYBRID Reception	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC intf.	2488	2302901	860634	325302	158914	89814	209126	364612	406293	328479	420361
19 pct. IBOC vs FN A and 19 pct IBOC intf.	2389	850084	318271	112844	60167	34110	77281	127080	147003	120022	162066

DIGITAL EDGE of MULTICAST Reception Area: sq.mi. Population Households Under 9 10 to 14 15 to 17 18 to 24 25 to 34 35 to 44 45 to 54 55 and over

1 pct. IBOC vs FN A and 1 pct IBOC intf. (1 pct. IBOC = FN A + HF 12 + IBOC intf.)	3137	3059159	1153161	420200	204849	116263	290282	486539	531290	435742	573994
	1126	9746266	1222012	226255	126521	122222	214112	122275	121776	221625	516157

COMPREHENSIVE MARKET REPORT
 FOR FM STATION:
 "WPGC-FM"

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 270835

THEORETICAL 'WHAT IF' AND
 'IF ALL STATION' SCENARIOS:

PRIME ANALOG Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	32908	12924241	4934788	1745483	902389	512334	1193367	1882269	2172885	1810835	2704681
Analog vs full noise (FN) limiting only	20825	8593502	3259142	1170380	598100	339267	789413	1271093	1470469	1221271	1733509
Analog vs FN and Analog (A) interference.	11443	6417328	2440791	876824	443730	250900	595229	968366	1101542	909563	1271174
Analog vs FN A and 1 pct IBOC interf.	7624	5920314	2251870	810505	407503	230038	547821	903526	1020456	841361	1159103
Analog vs FN A and 10 pct IBOC interf.	4682	4683852	1784469	641218	320535	180724	435907	723236	808482	665596	908154

PRIME HYBRID Digital Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	7392	5503250	2089223	752686	378459	214054	509360	837875	950322	787476	1073018
10 pct. IBOC vs FN A and 10 pct IBOC interf.	10386	6987066	2648895	958078	484143	273415	637542	1054736	1205654	996983	1376514

PRIME MULTICAST Digital Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	4502	4013581	1528111	550080	275738	155613	370787	615291	694623	576691	774759
10 pct. IBOC vs FN A and 10 pct IBOC interf.	8075	5869316	2227677	803164	404073	228515	541011	892072	1013667	839126	1147686

ACCEPTABLE ANALOG Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
Analog very rural noise limited only	12842	5037153	1935449	672328	361701	205258	470898	684342	805827	676583	1160216
Analog vs full noise (FN) limiting only	13510	3546022	1370223	465389	247843	142521	321780	494457	585076	494914	794042
Analog vs FN and Analog (A) interference.	1097	346515	131739	47565	24215	13723	35284	50984	57305	45740	71698
Analog vs FN A and 1 pct IBOC intf.	163	86360	32222	12181	6157	3428	8384	12973	14657	11288	17291
Analog vs FN A and 10 pct IBOC intf.	147	97074	36443	13477	6982	3884	8802	14519	16690	13029	19690

DIGITAL EDGE of HYBRID Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	2994	1483817	559673	205393	105684	59362	128183	216861	255332	209508	303495
10 pct. IBOC vs FN A and 10 pct IBOC interf.	1538	624657	236138	84321	44347	25327	59884	87064	103505	84675	135533

DIGITAL EDGE of MULTICAST Reception

	Area: sq.mi.	Population	Households	Under 9	10 to 14	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 and over
1 pct. IBOC vs FN A and 1 pct IBOC interf.	5884	2973486	1120784	407998	208405	117802	266756	439445	511032	420293	601755
10 pct. IBOC vs FN A and 10 pct IBOC interf.	3850	1742407	657357	239235	124416	70227	156416	249728	295492	242532	364361